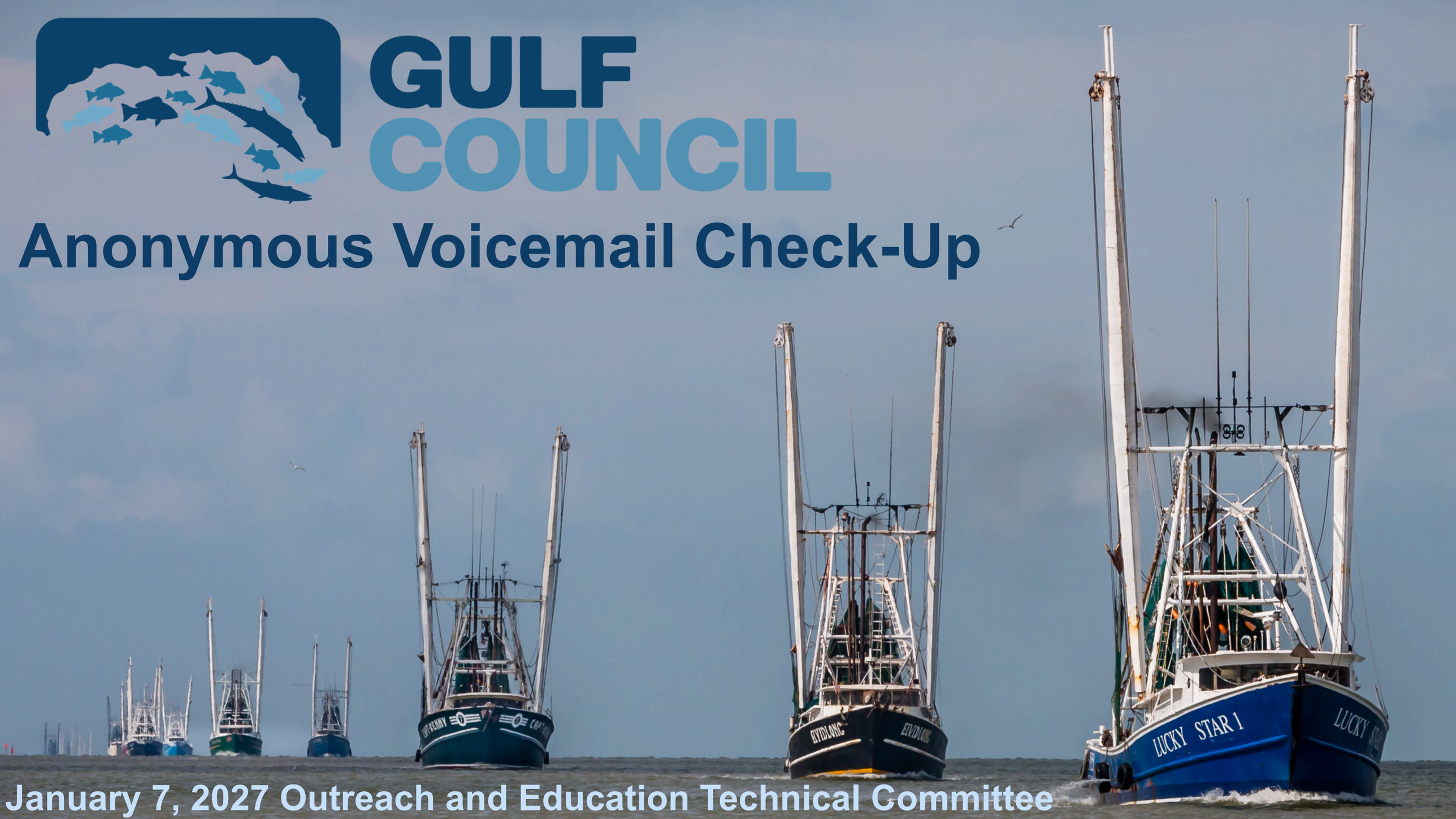
GULF COUNCIL

Anonymous Voicemail Check-Up



January 7, 2027 Outreach and Education Technical Committee

Goal:

Provide a platform for public comment that:

- allows commentors to remain anonymous
- allows commentors to provide comment without having to write or submit electronically

History:

- Recommended for pilot by O&E and Council January 2025
- Launched June 12, 2025
- Approved for permanent use by O&E and Council January 2026



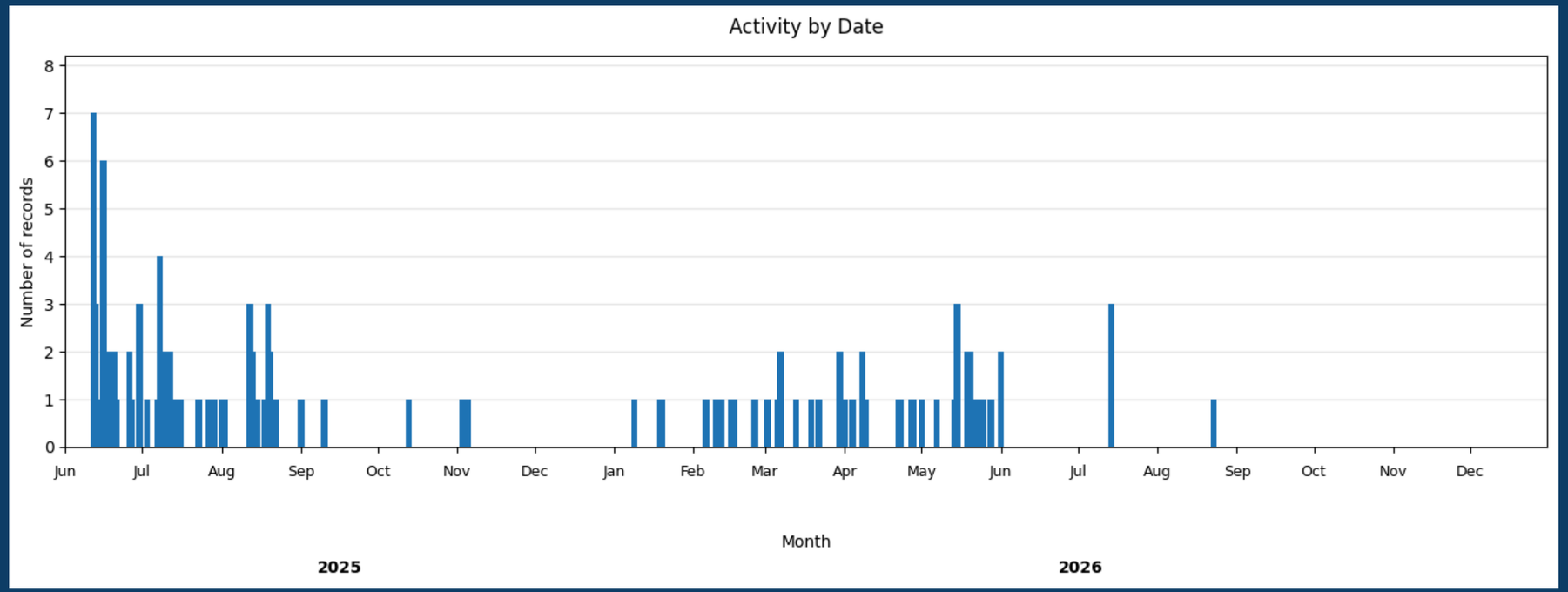


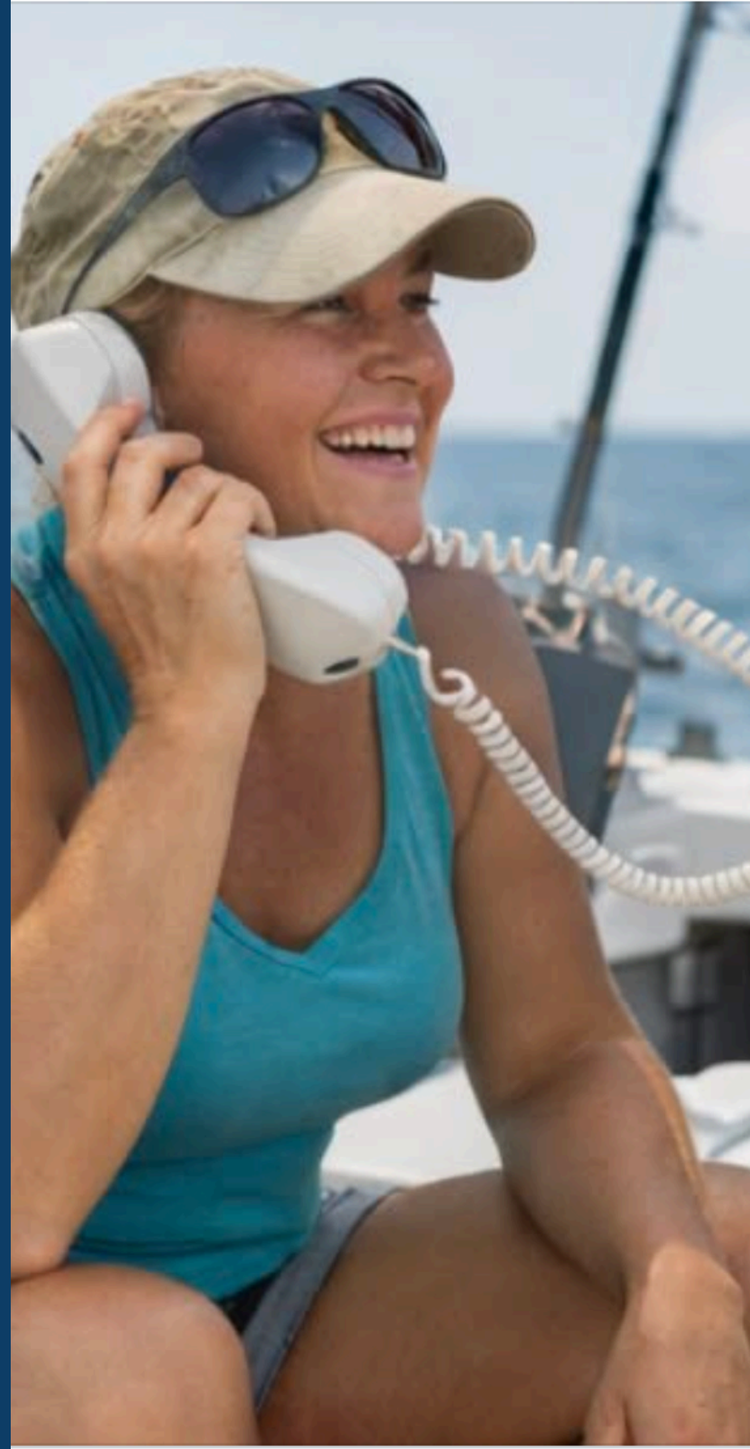
Promoting the Platform

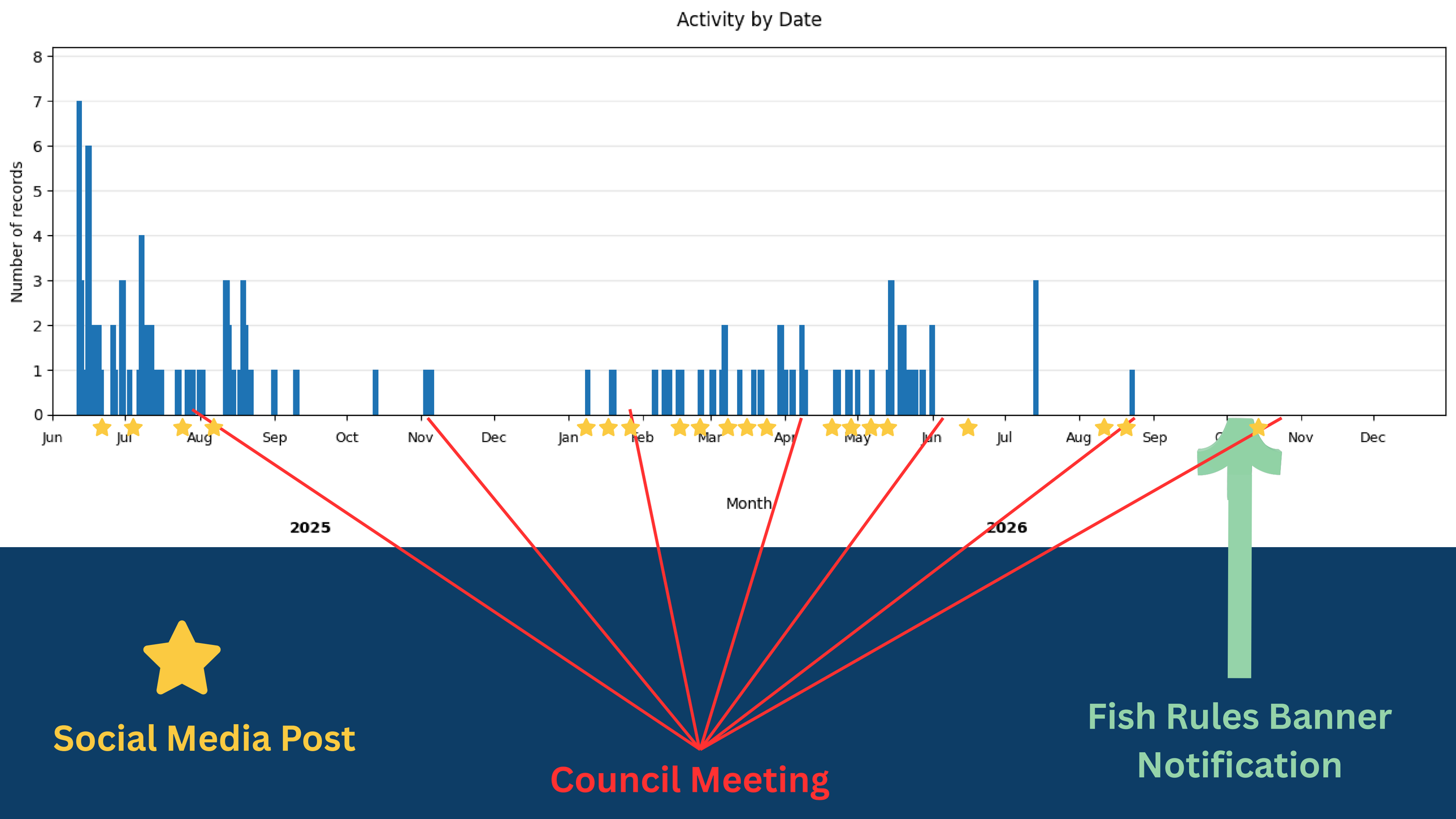
- Launch Press Release
  - 2,925 Opens (54%)
  - 75 Clicks
- 23 Social Posts
  - 89,000 Views
  - 570 Interactions
- Fish Rules Banner
  - 50,000 Impressions
  - 121 Clicks
- Website & Council Meetings

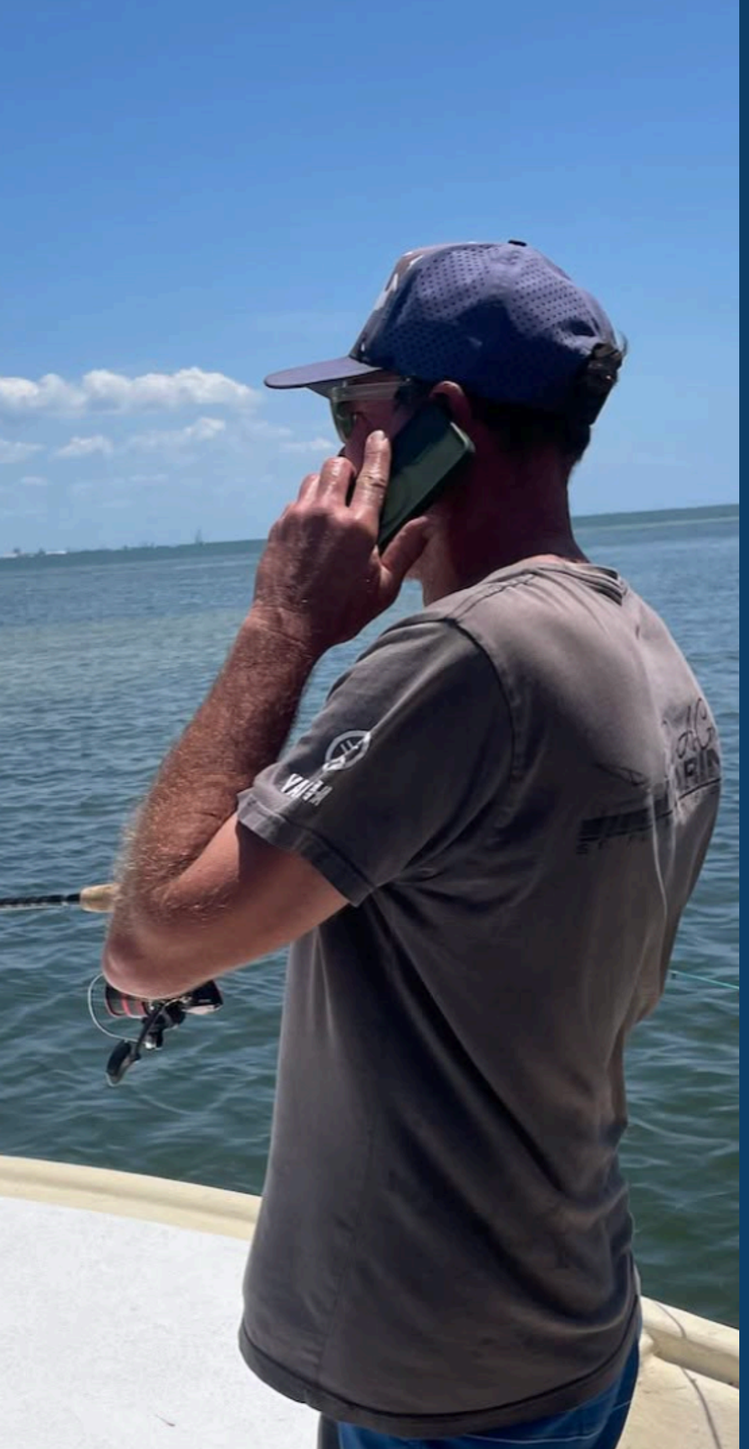
The Stats

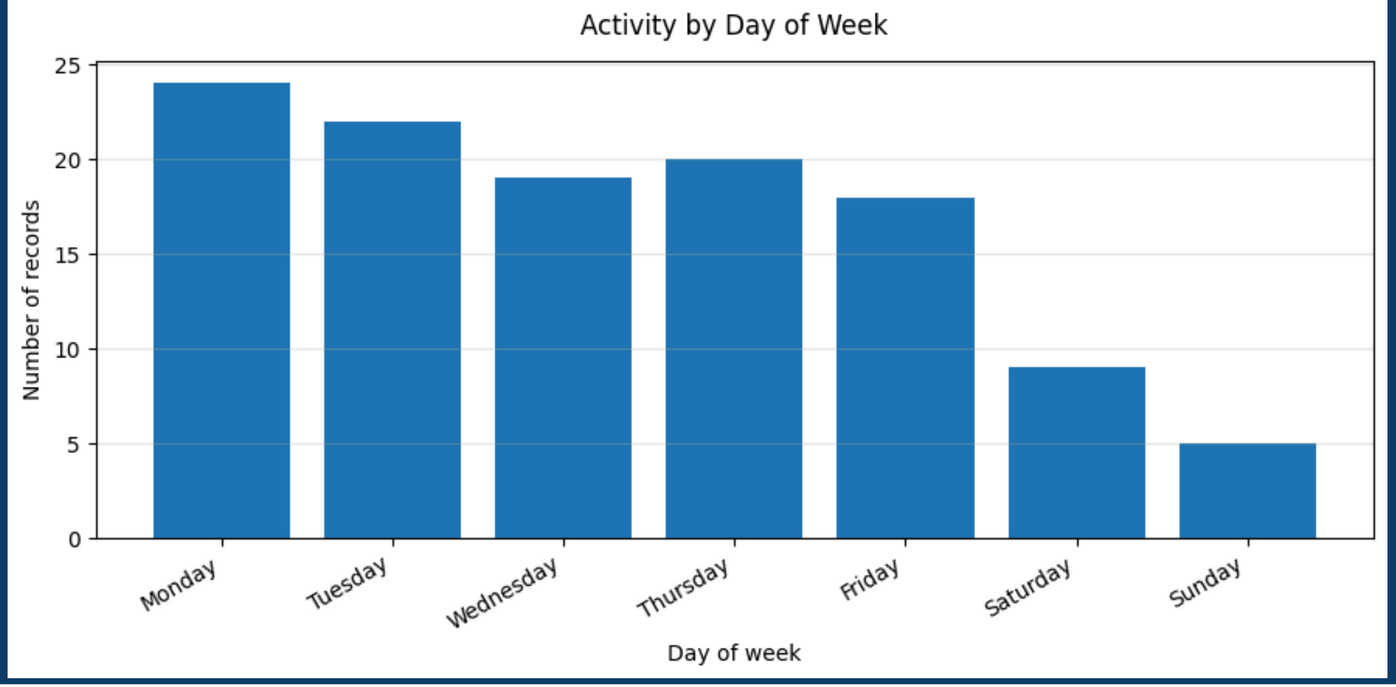
Cost: $58/Month
117 Responses to date

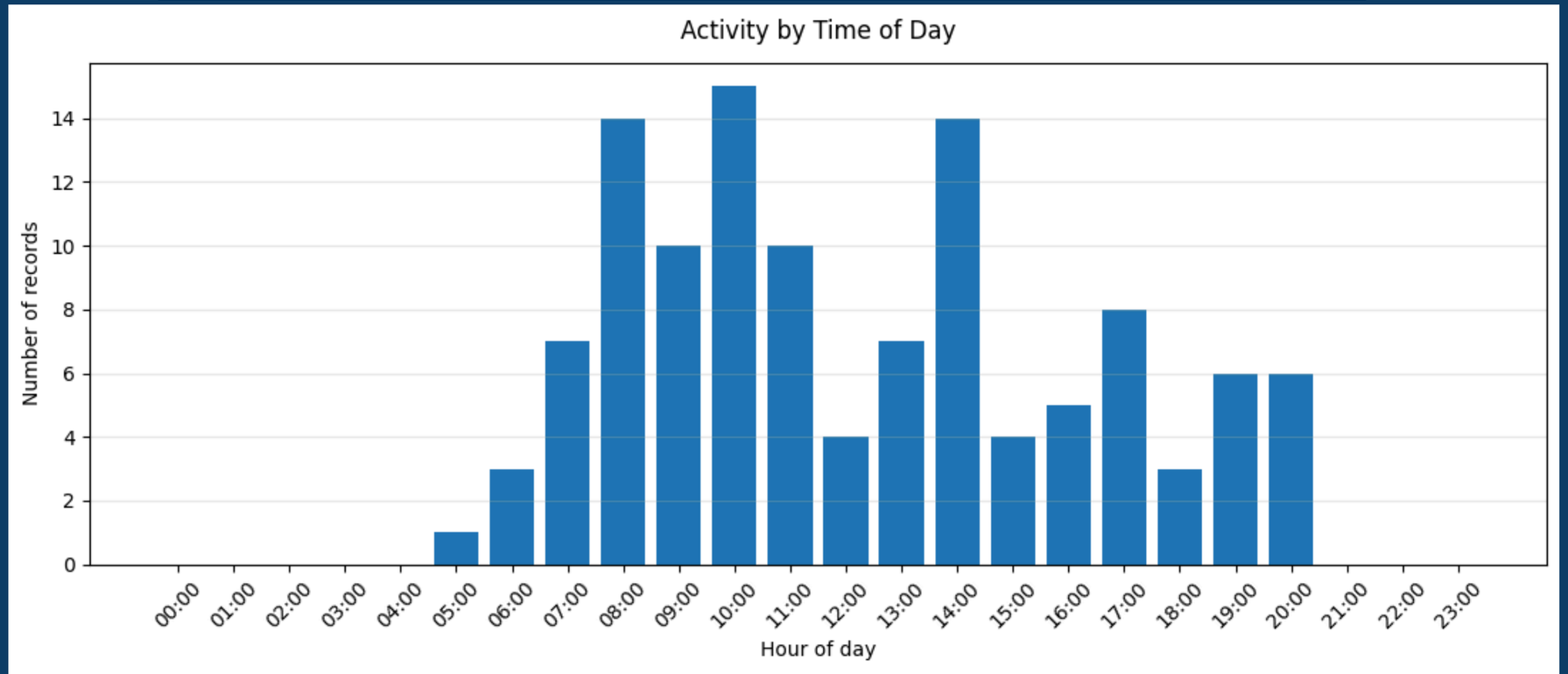





Activity by Date
Number of records
0
1
2
3
4
5
6
7
8
Jun
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Nov
Dec
Month
2025
2026
Social Media Post
Council Meeting
Fish Rules Banner Notification



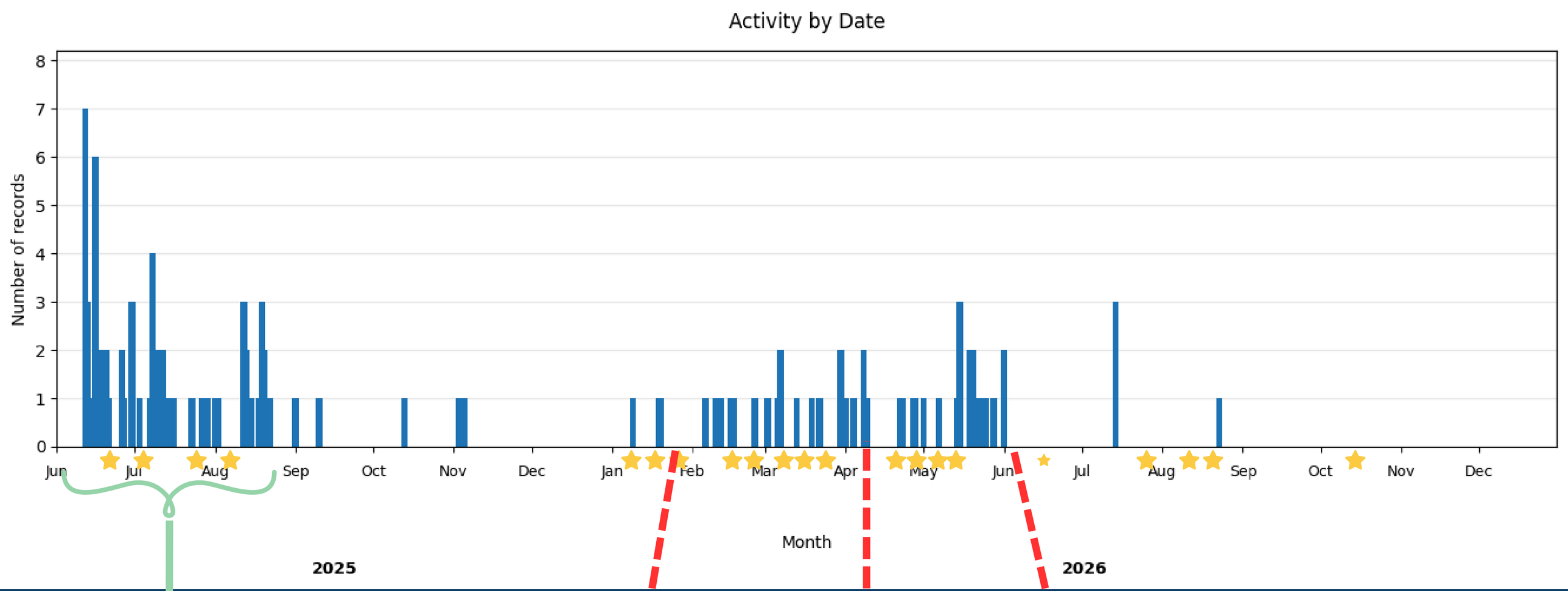

Activity by Day of Week
Number of records
0
5
10
15
20
25
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday
Day of week


Activity by Time of Day
Number of records
0
2
4
6
8
10
12
14
00:00
01:00
02:00
03:00
04:00
05:00
06:00
07:00
08:00
09:00
10:00
11:00
12:00
13:00
14:00
15:00
16:00
17:00
18:00
19:00
20:00
21:00
22:00
23:00
Hour of day

Comment Content

- IFQ Reform
  - Opposition/criticism of the program
  - High prices, lack of available allocation
  - Suggestions to reallocate to active fishermen, reduce concentration of shares held by few
- Commercial & Recreational Conflicts
- Gear and Area-Based Regulations
  - Longline gear
  - Desire for expansion of artificial reefs
  - Nearshore depletion of stocks
  - Desire for more localized management
- Concerns about the Science
  - Accuracy of stock assessments and recreational data
  - Observer program issues
- Complaints about Enforcement
- Lack of Trust and Representation





Initial Launch Hype

Quota Pool Initiated

Quota Holdback Final

Quota Pool Final

IFQ Reform

Social Media Post



Help

How do we improve use of the system?

If response rates are mostly issue driven, how do we improve use of the system?